



Women Helping To Educate & Enhance Life



Finance



Fitness/
Health



Grief
Management



Career/
Coaching



Medical



Romance
& fun



Legal



Mindfulness



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Geeta K. Brana provides comprehensive wealth and asset management advisory services to women in transition.

Geeta has over twenty years of experience in the International Capital Markets. Her career started in London in 1995 with Lloyds Capital Markets where she trained in all aspects of International finance and credit analysis. She has worked through many bear markets and has extensive experience of structuring and trading debt packages for multinational corporations throughout the United Kingdom, Eastern Europe, US and Japan.

In 2002, Geeta began her career in the U.S. with Smith Barney's Wealth Management Division, (Citigroup) turning her extensive knowledge to helping individuals. In a primarily male-dominated environment, she was able to build a successful wealth management practice in Washington DC and later New York City working with high net worth individuals and institutions.

After a career break while her children were young, Geeta has returned to wealth management through Freedom Capital Management (FCM), a boutique independent advisory firm with deep roots in Colts Neck, NJ. Geeta is also the founding member of WHEEL (Women, Helping Educate & Enhance Life). Currently, the focus of Geeta's practice is on "Women In Transition"; assisting women in all phases of their lives.

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The members of WHEEL will provide free seminars, networking events and free online content. However, if a specialist member is hired as a personal consultant or to provide professional services it will be at their usual hourly rate or fee.

W.H.E.E.L.

When I went through my divorce (alone) I recognized there was a void for a group that encompasses all aspects of change in a woman's life. Even as a highly successful businesswoman with a finance background I was overwhelmed with the enormity of change I faced. In order to survive I created my own support group of professional women. Merely through trial and error I pieced together a "Super-Women" transition team that helped me through my toughest days. In subsequent years after my multi faceted divorce I started to receive inquiries from other women around NJ asking for guidance and support. I also promised my two children that once I was back on my feet I would give back to the community.

Hence, the idea for W.H.E.E.L. (Women Helping to Educate & Enhance Life) was born.

As women we go through many phases of change in our lifetime that require support and nurturing from family and friends. We also need the advice of trustworthy professionals that can take us forward in a positive direction when faced with immense challenges. Regardless of our marital status, whether we have children or not, or if we have sustained a loss of a loved one – change remains constant.

As the founder of W.H.E.E.L. I understand that the first step towards change is accepting that the old ways are no longer working and the second stage is to set a new wheel of change in motion.

My goal is to help educate & empower women in transition by providing access to expert advice through networking and educational seminars. As a result I have established a "Super-Women" panel of advisors to help set your wheel of change in motion. Whether you are getting divorced, planning to launch a new business, returning to work, saving for retirement, recently widowed, caring for elderly parents, looking for romance or seeking health advice – there is something for all at W.H.E.E.L.

There are eight core spokes of W.H.E.E.L. to help support & educate you on this journey called life. Behind each spoke is an equally talented and well credentialed woman.

My commitment at W.H.E.E.L. is to always provide a FREE service to women. This will be through a combination of free educational seminars, free online content and through my articles in Monmouth County Woman magazine.

To learn more about the W.H.E.E.L. transition team and details of our upcoming events please follow us on Facebook@wheel.women.power

Let's keep the W.H.E.E.L. spinning!

Geeta K. Brana
Founder W.H.E.E.L.